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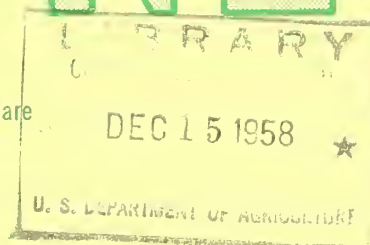
"We must open wider the doors of opportunity....
for the good of our country and all our people"
President Eisenhower

NEWS

RURAL DEVELOPMENT PROGRAM

Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior
Under Secretary, Department of Agriculture (Chairman)
Under Secretary, Department of Commerce
Under Secretary, Department of Labor
Under Secretary, Department of Health, Education, and Welfare
Administrator, Small Business Administration
Member, Council of Economic Advisers



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Secretary of Agriculture Ezra Taft Benson sent his annual report on the Rural Development Program to President Eisenhower, November 14. Upon receiving the report, the President issued a statement saying in part, "The Rural Development Program is providing a framework for strengthening the Nation's agriculture on a long-term basis. It can help thousands of rural communities all across the land meet the challenge of the future. Such a program deserves the awareness and support of all Americans."

The Secretary's 50-page report, third in a series which began in September 1956, includes an overall summary of the work nationally, together with a State-by-State discussion of progress being made.

In his report, the Secretary makes these important points:

-- The program is being expanded beyond present pilot counties by Land-Grant Colleges and State Universities in cooperation with other agencies and local citizen leaders in at least seven States.

-- As a result of the conference held in Memphis, Tenn., June 16-17, several important national organizations have taken steps to increase their contribution to the program.

-- New legislation, now on the books, and new programs of Federal and State agencies will greatly assist in long-term rural area development. These include small business aid, special rural manpower surveys, vocational training and guidance, long-term conservation, and area economic studies.

Commenting in the report on assistance to rural areas, the Secretary says, "Our educational and service programs, not only in agriculture but in other fields as well, must be adapted to help rural people take advantage of opportunity in an expanding economy which is rapidly changing the face of both rural and urban America."

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

"Too often in the past, many of our programs have either bypassed the small farmer or have not reached effectively those farm families with small and poor acreage and little of the essential resources of modern farming."

More than 200 development projects in pilot counties and areas throughout the nation are cited in the third annual report. Campaigns to increase old age insurance coverage in Georgia; a three-day leader training course in Kentucky; promotion of new crops and better markets in Louisiana; extension programs for tourist resort operators in Michigan; special adult education courses in Missouri; rural housing improvement in South Carolina are some outstanding projects going forward under the Rural Development Program, as described in the Secretary's report.

(You can obtain a copy of the Third Annual Report of the Secretary of Agriculture on the Rural Development Program by writing the Editor, Rural Development Program News, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.)

MULTI-COUNTY AREAS SELECTED FOR DEVELOPMENT IN 7 STATES In seven States, Land-Grant Colleges in close cooperation with local citizen leaders and other agencies are widening the Rural Development Program to include new counties and rural towns, according to the Secretary's report. These States are Indiana, Michigan, Minnesota, Missouri, Nebraska, New Mexico, and Texas. Oklahoma State University also released a report recommending an area development program covering a group of eastern rural counties.

Here is a State-by-State review, which reflects the growing trend to expand the Rural Development approach on a State basis:

Indiana: Organizational framework for a program set up in Harrison and Crawford counties in the south central farming area where the State's present pilot county, Perry, is located.

Michigan: "Resource development", organized through an MSU extension center, going forward in the 15 counties that comprise the State's upper peninsula.

Minnesota: Thirteen northeastern counties, including present pilot counties, have been designated for special technical aid in organizing farm-town development.

Missouri: Five south central counties -- Ozark, Howell, Oregon, Texas, and Shannon -- in addition to present pilot counties are organizing programs of resource development.

Nebraska: Seven counties in the State's transition area, between the intensive eastern crop area and the western rangeland area, taking part in a resource development program.

New Mexico: Interest focused on nine northwestern counties.

Texas: A 41-county area in the northeastern part of the State has been designated by the newly reorganized Texas Rural Development Committee for a long-range program leading to better adjustments between agriculture and other enterprises.

Commenting on expansion of the program in the seven States and others, Secretary Benson said in his report, "The eventual success of the program will be measured not so much in the results now being achieved in pilot counties, but in the extent to which the pilot area results cause other areas to initiate similar programs, utilizing the experience gained in the pilot program."

USDA OUTLOOK CONFERENCE Economists, agricultural workers, and others
REVIEWS COMING FARM CHANGES attending the Department of Agriculture's
annual Outlook Conference, November 17-21,
discussed resource adjustments and their impact on farm people as a principal topic of the conference.

Projecting future farming changes due to mechanization, contract arrangements and what he called the "mixed income community," Dr. Kenneth Bachman, a USDA economist speaking at one of the sessions, said that "basic trends now underway foreshadow many of the changes in the structure of agriculture that we may look for in the next 20 years." These include high-capital farming, specialization, vertical integration, expanded production, and more rural people working in trades and industry.

"In 1957, about 40 percent of the net income of farm families was from nonfarm sources," Dr. Bachman said. "The old distinctions between farm and city are disappearing rapidly. Many a farm community is now a veritable melting pot of people of diverse occupations." Such trends raise many questions regarding the future role of agency workers and others in helping rural people make adjustments, the USDA economist concluded.



Expanding Opportunities through **Rural Development**

Texas Agricultural Extension Service Texas A. & M. College System

Two more States -- Texas and North Carolina -- have joined Louisiana in publishing a periodic "rural development newsletter." These letters go to agency workers, citizen leaders, and others interested in the program. They're an effective method of keeping everyone informed and aware of what's going on. Masthead of the new Texas letter is clearly evident above.

RURAL DEVELOPMENT PROGRAM

Counties and Areas Participating, 1958-59

